

# ANNUAL CAMPAIGN VOLUNTEER GUIDE



## Thank You!

...because your personal YMCA story helps raise awareness of Y programs and services, and makes our collective story stronger.

...because your participation makes a successful campaign possible and helps the Y deliver on its cause.

...because we appreciate your help and realize your time and talents are valuable resources.

Thank you for helping us strengthen our community by supporting our ability to empower people to learn, grow, and thrive.

## TOGETHER WE CAN MAKE A DIFFERENCE IN OUR COMMUNITY

The Y is a powerful association of men, women, and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors.

### The Need for Charitable Contributions

Dollars contributed to our annual campaign help the Y address the major issues facing our community:

- We address the lack of safe afterschool and summer care for children of working parents through athletics, swim, and camp programs during out-of-school hours.
- We address high rates of chronic disease and obesity through Diabetes Prevention, Health Matters for Families, and Cancer Wellness programs.
- We address the needs of seniors and special populations in our community by providing health, wellness, fitness, aquatics, and other beneficial programs.

### Why Invest Your Time and Dollars in the Y's Annual Campaign?

The Athens YMCA is committed to providing quality programs and facilities to everyone. While we strive to keep values-based programs and associated fees affordable by subsidizing some of the real costs, we know that during difficult times some individuals and families need financial assistance.

### The Value of the Y

There is no other nonprofit quite like the Y. That's because, in 10,000 neighborhoods across the nation, the Y has the presence and partnerships to deliver lasting personal and social change.

- The Y is **community centered**. For more than 159 years, we've been listening and responding to our community.
- The Y **brings people together**. We connect people of all ages and backgrounds to bridge the gaps in community needs.
- The Y has **local presence and national reach**. We mobilize local communities to effect lasting, meaningful change.

### Facts About the Y

Annually, the Athens Y serves more than 11,000 individuals from our diverse community. Last year the YMCA

- awarded more than \$150,000 in financial assistance, enabling all youth and families to participate in Y programs;
- connected more than 30 teens with caring adult role models in programs that teach leadership skills and build a sense of achievement;
- supported nearly 2,300 children in quality, values-based programs that promote healthy development;
- involved more than 1,000 youth in sports programs, teaching character development on and off the playing field; and
- engaged 200 volunteers to lead and guide the vision and mission of the Y.

## PLANNING A SOLICITATION VISIT

Consider the following questions:

- Do you know the donor prospect (e.g., areas of interest, family members, etc.)?
- What is the best possible outcome, and what is the minimum expected outcome?
- Who should be involved in the meeting? What is the best location for the meeting?
- How will you handle any objections/concerns?
- Have you thought about your Y story?
  - Did you learn how to swim at the Y?
  - Did your child have his or her first camping experience at the Y?
  - Did the Y offer your family financial assistance at a critical time in your life?

By telling your Y story, you allow others to *see the power of the Y in action*. You become living proof that the Y is making a difference every day.

### Keys to Success

**Make your own pledge first.** This is a first step toward success. Once you have made your own commitment, you can proudly ask others to join you in financially supporting the annual campaign.

**Share your story about the Y.** Have face-to-face conversations with your friends, family, and colleagues about the ways the Y has impacted you and others in the community. Share with them your own personal commitment to the Y.

**Ask your best prospects first.** Practice by asking those prospective donors you feel most comfortable with or who have the greatest likelihood to give first. By going to the people who are most likely to say yes, you will gain the confidence and skills you need when approaching more challenging solicitations.

**Aim high.** When asking for a specific dollar amount, aim high. Talk about the good things those dollars will do.

**Respect donors' concerns and complaints.** If someone has a complaint about the Y, listen to it and record it, but try not to comment on the specific issue. Assure the person that you will follow up with YMCA staff and that someone will get in touch. Let the person know that the Y responds to every concern. Once people feel that their concerns have been heard, they will be more ready to listen to your request for their support in the campaign.

**Encourage pledging.** Most of us can give more when we make small payments over a period of time as opposed to giving one larger gift. Encouraging people to make a pledge they can pay over the course of the year helps them give more. Consider asking prospects to contribute \$10, \$25, or \$50 a month instead of asking for one lump sum.



**Please turn in your pledge cards as soon as possible.** If you have questions you do not know the answer to, contact Lisa Crumley at [lisa@athensymca.org](mailto:lisa@athensymca.org) or 706-543-6596, ext. 34.

You are an integral part of the team that, together,  
will make the annual campaign a success!  
Your efforts are deeply appreciated.